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# SERVICES FOR YOU

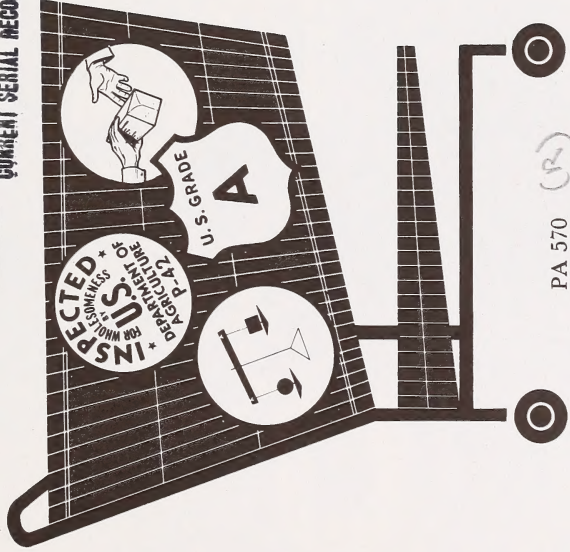
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CONSUMER AND  
MARKETING

JUN 23 1965

•SERVICE•

CURRENT SERIAL RECORDS



PA 570 (R)

U.S. Department of Agriculture

DEPENDABLE QUALITY

CLEAN WHOLESOME FOOD

COMPETITIVE MARKETS

BETTER MEALS FOR MORE PEOPLE

CMS

CMS

CMS





## FROM FARM TO YOU

You depend on marketing.

Every day of your life—every meal you eat—you depend on marketing. Without it your steak would still be a steer in the feedlot—your lettuce would still be in the field.

Marketing is what gets your food to the supermarket shelf—takes it from the millions of farms scattered across the Nation—transforms it into frozen orange juice, bread, bacon, and the thousands of other products you have come to rely on—stores it—ships it—buys it and sells it—and gets it to YOU, regularly, dependably, and safely for your 1,095 meals each year.

Marketing costs you a lot of money—it accounts for about two-thirds of the cost of your food.

But you can't do without it. Today more than ever, you must depend on marketing for your food supply—and of course you would like it to cost you as little as possible.

Services of the U.S. Department of Agriculture centered in its Consumer and Marketing Service—many of them operated cooperatively with State departments of agriculture—help to hold down the cost of marketing. They help to make the mammoth national marketing operation efficient, orderly, and economical. They are part of the reason that today you spend less than 19 percent of your income for food, while people in other highly developed countries spend 30 to 40 percent.

The services of the Consumer and Marketing Service touch directly upon your daily life—your food supply. They are services for YOU.

**DEPENDABLE QUALITY**

**CLEAN WHOLESOME FOOD**

**COMPETITIVE MARKETS**

**BETTER MEALS FOR MORE PEOPLE**



Your guide to meat quality—the USDA grade mark.

N-40530

## GRADING

When you shop for food you want to get good quality—you want reliable quality that you can count on week after week—and most of all you want to get the quality you pay for.

Grading services of the Consumer and Marketing Service help you to get just that. Some foods you can buy by USDA grades—like U.S. Grade AA butter and eggs; U.S. Choice beef, U.S. Grade A chickens and turkeys. For other foods, like many fresh fruits and vegetables, your grocery store brings you the quality you want by doing *its* buying at wholesale on the basis of U.S. grades.

In fact, a large percentage of all the trading in foods in this country is done on the basis of the nationally uniform U.S. grades established by the Consumer and Marketing Service.

C&MS grading services provide official certification of quality, based on the U.S. grades. This is quality that you—and all who trade in farm products—can depend on.

These grading services are voluntary, provided to users for a fee. No one is compelled to use them, except in a few cases where local ordinances or industry programs require it.

These are C&MS services for YOU.



**DEPENDABLE QUALITY**

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N-48950  
C&MS inspector at work—for your protection.



## INSPECTION

You want wholesome, clean food. You get it in this country as in no other in the world—in large part because of C&MS inspection services.

C&MS inspectors examine for wholesomeness all meat and poultry processed in plants which sell across State lines—and that means most of it. This is required under Federal law.

The round U.S. inspection mark on meat and poultry products is your assurance of cleanliness, wholesomeness, and truthful labeling. Foods carrying this mark have been prepared under the constant supervision of C&MS inspectors, from the slaughtering and processing operation right through to packing. Strict sanitary controls are enforced. Everything that touches the meat or poultry product—ingredient that goes into a meat or poultry product—must be approved by inspectors to make sure that the consumer is protected from anything that might in any way be unsafe. Labels on inspected products must be approved before they are used to make sure that neither words nor pictures are misleading, that cooking instructions are satisfactory, and that information on the labels is both adequate and accurate.

C&MS also conducts voluntary inspection programs, available on a fee basis for fruit and vegetable products, dairy products, and egg products. Products packed under one of these programs may carry on their labels a shield-shaped mark bearing the legend, "Packed under continuous inspection of the U.S. Department of Agriculture," or similar wording. This mark assures you of a product prepared under the highest standards of sanitation and made from wholesome ingredients.

These are C&MS services for YOU.

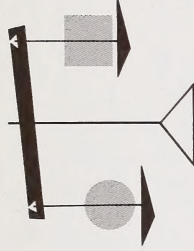


**CLEAN WHOLESOME FOOD**

**COMPETITIVE MARKETS**

**BETTER MEALS FOR MORE PEOPLE**





## REGULATORY SERVICES

You want fair prices—established under free and open competition. Regulatory laws administered by C&MS help to assure this.

For example, C&MS regulates trade in livestock, meat, and poultry, under terms of the Packers and Stockyards Act—guarding against monopoly, against practices that restrict competition, against misrepresentation of quality or of weight, both in practice and in advertising.

C&MS also regulates trade in fruits and vegetables, under terms of the Perishable Agricultural Commodities Act—making sure that fair business practices are followed—that quality is not misrepresented—that purchase and sales contracts are fulfilled, cutting risks and speeding delivery of these important and perishable commodities to you.

Ever plant a batch of grass seed and have half of it fail to come up? Then you know why it's important that the germination rate of seed be accurately stated on the label. This is one of the requirements of the Federal Seed Act. By enforcing this law requiring truthful labeling and advertising of all seeds that move in interstate commerce, C&MS protects consumers, farmers, and all who deal in seeds—and helps to safeguard our food supply. These are C&MS services for YOU.

## COMPETITIVE MARKETS

BETTER MEALS FOR MORE PEOPLE





Lunch at school—for good health and eating habits.

N-44285

## FOOD DISTRIBUTION SERVICES

You want your children to have well-balanced lunches at school. You want the underprivileged and the undernourished to share in our Nation's bounty.

Through C&MS services, our abundant farm production is helping to fill both of these needs—and more.

Children throughout the Nation—one out of every three attending school—are eating nutritious lunches every day in the more than 70,000 schools taking part in the National School Lunch Program.



The school lunch program not only helps to build the health of our youngsters today—it helps to teach them what they should eat for good health for a lifetime.

C&MS supervises the program and sets the nutritional standards for these lunches. It distributes to the States and localities taking part in the program cash and foods which help to defray the cost. State and local governments also help to finance the lunch program, and they buy from local sources most of the foods used. Payments that children make for their meals, however, cover the largest part of the cost. Children who cannot afford to pay are given their lunches free or at reduced cost. And C&MS and State and local school authorities are working to make school lunches available to more needy children.

Further efforts to improve child nutrition are carried out through the Special Milk Program, which helps to defray part of the cost of serving extra milk to children—especially needy children.

Needy persons in institutions and in families—the unemployed, the disabled, the elderly—and those who become victims of hurricanes, floods, or other disasters—need not go hungry in this country. C&MS commodity distribution programs work through State and local agencies to share with the less fortunate the bountiful production of farms—the foods which USDA buys in price-support and surplus removal operations.

Another C&MS service, the Food Stamp Program, makes it possible for low-income families to buy more and better food while paying about what they would normally spend for food.

In return for their cash—however small the amount—they receive federally printed food coupons worth enough to buy a better diet. They can spend these coupons just like money at regular grocery stores, which in turn redeem them through banks.

Consumers everywhere benefit from the C&MS Plentiful Foods Program which every month calls attention to those foods which are in good supply and offer good buys.

These are C&MS services for YOU.



## SERVICES FOR YOU

The C&MS activities described in this pamphlet—grading, inspection, regulation, and food distribution services—do not represent the whole range of C&MS services. They are the ones most visible to you—the ones serving you most directly.

C&MS provides a number of other services, such as market news which keeps farmers informed on going prices and on supplies and demand for their products, marketing agreements and orders that help farmers to bargain more effectively and help them to fit supplies to demand, and many more. These serve you more indirectly but nevertheless they are important to you. For they are all services which are needed to coordinate, modernize, streamline, and grease the wheels of our whole vast national marketing mechanism—keep it moving quickly, efficiently, with the least possible waste, and with fairness to all.

In this way, all C&MS activities serve you—helping to bring to you the kind of food and fiber you want—in the form you want it—at the time and place you need it—and at a reasonable cost.

That's why we say—C&MS serves YOU.

## MORE INFORMATION

Other publications describing C&MS services are available free of charge. For single copies, send post card request to the Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250

THIS IS USDA'S CONSUMER AND MARKETING SERVICE (PA-661)  
HOW TO USE USDA GRADES IN BUYING FOOD (PA-708)

Food Donation Program (PA-667)

The Food Stamp Program (PA-645)

How to Buy Eggs by USDA Grades and Weight Classes (L-442)

How to Buy Poultry by USDA Grades (MB-1)

Know Your Butter Grades (MB-12)

The National School Lunch Program (PA-19)

Processed Fruit and Vegetable Inspection At Your Service (AMS-484\*)

Sureness is Yours with Inspected Meat (PA-626)

Tips on Buying Fruits and Vegetables (MB-13)

USDA Poultry Inspection, A Consumer's Safeguard (PA-299)

U.S. Grades for Beef (MB-15)

\* Order from Information Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250.

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